

ORDER



Orders	Order / Rev:	45691	WHP-TV CBS21
	Alt Order #:	9779724 /Brad	Millennium Washington DC
	Product Desc:	TOM SMITH FOR SENATE	
	Estimate:	179	
	Flight Dates:	07/31/12 - 08/06/12	Primary AE:
	Original Date / Rev:	07/27/12 / 07/30/12	Sales Office:
	Order Type:	GENERAL	Sales Region:
Agency	Name:	SRCP Media	
	Buying Contact:		Billing Type:
	Billing Contact:		Broadcast
		201 North Union Street Suite 200	Billing Cycle:
		Alexandria, VA 22314	EOM/EOC
			Agency Commission:
			15%
Advertiser	Name:	Smith/R/Senate	
	Demographic:	A35+	New Business Thru:
	Product Codes:	US Senate	Order Separation:
	Priority:	P-2	Advertiser External ID:
	Revenue Codes:	AGY, POL-CAND, GEN	Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount	Totals			
07/30/12	08/06/12	47	\$11,730.00	\$9,970.50	Month	# Spots	Gross Amount	Net Amount
					August 2012	47	\$11,730.00	\$9,970.50

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	47	\$11,730.00	\$9,970.50	114.00
Totals	47	\$11,730.00	\$9,970.50	114.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share	Share	Total
WHP-TV CBS21	17%	\$11,730.00
Market	100%	\$69,000.00

Competitive Share	Share	Total
EHP	0%	\$0.00
UNKWN	0%	\$0.00
WGAL	64%	\$44,160.00
WHTM	19%	\$13,110.00
WLYH	0%	\$0.00
WPMT	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WHP	07/31/12	08/06/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	MTWTF--	:30	3	\$185.00	P-2	1.70	NM	3	\$555.00
N 2	WHP	07/31/12	08/06/12	M-F 3p-4p M-F 3p-4p	CM	3p-4p	MTWTF--	:30	5	\$70.00	P-2	0.60	NM	5	\$350.00
N 3	WHP	07/31/12	08/06/12	M-F 4p-5p M-F 4p-5p	CM	4p-5p	MTWTF--	:30	5	\$125.00	P-2	1.30	NM	5	\$625.00

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Flight Dates: 07/31/12 - 08/06/12

Advertiser: Smith/R/Senate
Product Desc: TOM SMITH FOR SENATE
Estimate: 179

WHP-TV CBS21

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WHP	07/31/12	08/06/12	M-F 4p-5p M-F 4p-5p	CM	4p-5p	MTWTF--	:30	5	\$125.00	P-2	1.30	NM	5	\$625.00
<u>Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type</u>															
1	WHP	07/31/12-08/06/12	M-F 4p-5p	See MG 3.6,3.7,3.8,3.9,3.10 [No Avail]		4p-5p	MTWThF----	:30	(\$125.00)	1.30	NM				
2	WHP	07/31/12-08/06/12	M-F 4p-5p	See MG 3.6,3.7,3.8,3.9,3.10 [Preempted by NSM]		4p-5p	MTWThF----	:30	(\$125.00)	1.30	NM				
3	WHP	07/31/12-08/06/12	M-F 4p-5p	See MG 3.6,3.7,3.8,3.9,3.10 [Preempted by NSM]		4p-5p	MTWThF----	:30	(\$125.00)	1.30	NM				
4	WHP	07/31/12-08/06/12	M-F 4p-5p	See MG 3.6,3.7,3.8,3.9,3.10 [Preempted by NSM]		4p-5p	MTWThF----	:30	(\$125.00)	1.30	NM				
5	WHP	07/31/12-08/06/12	M-F 4p-5p	See MG 3.6,3.7,3.8,3.9,3.10 [Preempted by NSM]		4p-5p	MTWThF----	:30	(\$125.00)	1.30	NM				
6	WHP	08/01/12-08/06/12	M-F 4p-5p	4p-5p			M-WThF----	:30	\$175.00	1.30	NM				
(M)	MG	for 3.2,3.5,3.3,3.4,3.1 [MG within Flight]													
7	WHP	08/01/12-08/06/12	M-F 4p-5p	4p-5p			M-WThF----	:30	\$175.00	1.30	NM				
(M)	MG	for 3.2,3.5,3.3,3.4,3.1 [MG within Flight]													
8	WHP	08/01/12-08/06/12	M-F 4p-5p	4p-5p			M-WThF----	:30	\$175.00	1.30	NM				
(M)	MG	for 3.2,3.5,3.3,3.4,3.1 [MG within Flight]													
9	WHP	08/01/12-08/06/12	CBS This Morning				M-WThF----	:30	\$50.00	1.30	NM				
(M)	MG	for 3.2,3.5,3.3,3.4,3.1 [MG within Flight]													
10	WHP	08/01/12-08/06/12	CBS This Morning				M-WThF----	:30	\$50.00	1.30	NM				
(M)	MG	for 3.2,3.5,3.3,3.4,3.1 [MG within Flight]													
N 4	WHP	07/31/12	08/06/12	M-F 5p-530p News CBS 21 News at 5p	CM	5p-530p	MTWTF--	:30	5	\$175.00	P-2	1.60	NM	5	\$875.00
N 5	WHP	07/31/12	08/06/12	M-F 530p-6p News CBS 21 News at 530p	CM	530p-6p	MTWTF--	:30	5	\$175.00	P-2	1.70	NM	5	\$875.00
N 6	WHP	07/31/12	08/06/12	M-F 6p-630p News CBS 21 News at 6p	CM	6p-630p	MTWTF--	:30	5	\$175.00	P-2	1.70	NM	5	\$875.00
N 7	WHP	07/31/12	08/06/12	Sa-Su 6p-630p News CBS 21 News at 6p	CM	6p-630p	-----SS	:30	2	\$100.00	P-2	1.60	NM	2	\$200.00
N 8	WHP	07/31/12	08/06/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	MTWTF--	:30	5	\$550.00	P-2	4.80	NM	5	\$2,750.00
N 9	WHP	07/31/12	08/06/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	MTWTF--	:30	5	\$675.00	P-2	6.50	NM	5	\$3,375.00
N 10	WHP	07/31/12	08/06/12	M-F 11p-1135p News CBS 21 News at 11p	CM	11p-1135p	MTWTF--	:30	5	\$200.00	P-2	2.30	NM	5	\$1,000.00
N 11	WHP	07/31/12	08/06/12	Sa-Su 11p-1130p News CBS 21 News Weekend	CM	11p-1130p	-----SS	:30	2	\$125.00	P-2	1.60	NM	2	\$250.00

Totals

47

\$11,730.00